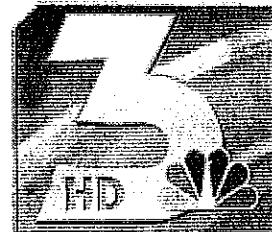


ORDER



KSJV

Orders	Order / Rev:	102144	
	Alt Order #:	06815977	
	Product Desc:	JOE HECK 4 CONGRESS	
	Estimate:	2214	
	Flight Dates:	10/15/12 - 10/21/12	Primary AE:
	Original Date / Rev:	05/24/12 / 07/25/12	Sales Office:
	Order Type:	GENERAL	Sales Region:
Agency	Name:	Strategic Media Placement, Inc.	
	Buying Contact:		Billing Type:
	Billing Contact:		Billing Calendar:
		7669 Stagers Loop	Billing Cycle:
		Delaware, OH 43015	Agency Commission:
Advertiser	Name:	Heck Joe for Congress <i>Revised</i>	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PLC02	Order Separation:
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/21/12	86	\$39,075.00	\$33,213.75	October 2012	86	\$39,075.00	\$33,213.75	0.00
					Totals	86	\$39,075.00	\$33,213.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Army McCreary			Start Of Order - End Of Order	100%

Start Of Order - End Of Order 100%

Order Share

Category	Share	Value
KSNV	37%	\$39,075.00
Market	100%	\$105,608.11

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$28,514.19
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$21,121.62
KTUD	0%	\$0.00
KVUU	16%	\$16,897.30
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Order / Rev.: 102144
Alt Order #: 06815977
Flight Dates: 10/15/12 - 10/21/12

Advertiser:	Heck, Joe for Congress
Product Desc:	JOE HECK 4 CONGRESS
Estimate:	2214

KSJV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/15/12	10/19/12	M-F 5-6a	WakeUp w/Wagners		5-6a	MTWTF--	:30	5	\$200.003	0.00	NM		5	\$1,000.00
NEWS																
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/15/12		10/21/12		MTWTF--		5		\$200.00		0.00						10
E 2	KSNV	10/15/12	10/19/12	M-F 6-7a	WakeUp w/Wagners		6-7a	MTWTF--	:30	10	\$475.002	0.00	NM		10	\$4,750.00
NEWS																
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/15/12		10/21/12		MTWTF--		10		\$475.00		0.00						10
E 3	KSNV	10/15/12	10/19/12	Today Show		CM	658a-9am	MTWTF--	:30	10	\$500.003	0.00	NM		10	\$5,000.00
TODAY																
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/15/12		10/21/12		MTWTF--		10		\$500.00		0.00						
E 4	KSNV	10/15/12	10/19/12	M-F Today Show II	3rd HOM		9-10a	MTWTF--	:30	5	\$225.003	0.00	NM		5	\$1,125.00
TODAY II																
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/15/12		10/21/12		MTWTF--		5		\$225.00		0.00						
E 5	KSNV	10/15/12	10/19/12	M-F Today Show III	4th IBM		10am-11am	MTWTF--	:30	5	\$175.003	0.00	NM		5	\$875.00
TODAY III																
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/15/12		10/21/12		MTWTF--		5		\$175.00		0.00						
E 6	KSNV	10/15/12	10/19/12	Noon News		CM	12-1230pm	MTWTF--	:30	5	\$225.003	0.00	NM		5	\$1,125.00
NEWS																
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/15/12		10/21/12		MTWTF--		5		\$225.00		0.00						
E 7	KSNV	10/15/12	10/19/12	Dr. Phil		CM	3-4p	MTWTF--	:30	2	\$250.003	0.00	NM		2	\$500.00
PHIL																
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/15/12		10/21/12		MTWTF--		2		\$250.00		0.00						
E 8	KSNV	10/15/12	10/19/12	M-F Early News		CM	5-630p	MTWTF--	:30	15	\$575.003	0.00	NM		15	\$8,625.00
NEWS																
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/15/12		10/21/12		MTWTF--		15		\$575.00		0.00						
E 9	KSNV	10/15/12	10/19/12	M-F Jeopardy		CM	630-7pm	MTWTF--	:30	5	\$795.002	0.00	NM		5	\$3,975.00
JEP																
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/15/12		10/21/12		MTWTF--		5		\$795.00		0.00						
E 10	KSNV	10/15/12	10/19/12	M-F Wheel		CM	7-730pm	MTWTF--	:30	5	\$795.002	0.00	NM		5	\$3,975.00
WHEEL																
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/15/12		10/21/12		MTWTF--		5		\$795.00		0.00						
E 11	KSNV	10/15/12	10/19/12	Face to Face w/ Ralston	CM		730-758pm	MTWTF--	:30	5	\$450.002	0.00	NM		5	\$2,250.00
FACE																
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/15/12		10/21/12		MTWTF--		5		\$450.00		0.00						
E 12	KSNV	10/15/12	10/19/12	M-F News 3 at Eleven		CM	11pm-1135pm	MTWTF--	:30	5	\$575.003	0.00	NM		5	\$2,875.00
NEWS																
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/15/12		10/21/12		MTWTF--		5		\$575.00		0.00						
E 13	KSNV	10/15/12	10/19/12		CM		1135p-1237a	MTWTF--	:30	3	\$275.002	0.00	NM		3	\$825.00

Order / Rev: 102144
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Advertiser:	Heck, Joe for Congress
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Estimate:	2214

KSJV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Tonight Show											
				Tonight Show											
				LEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	MTWTF--		3			\$275.00	0.00					
E 14	KSNV	10/20/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$525.00	3	0.00	NM		2 \$1,050.00
				Sa-Su News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----SS		2			\$525.00	0.00					
E 15	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$200.00	2	0.00	NM		1 \$200.00
				News 3 Sunrise SATURDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----S-		1			\$200.00	0.00					
E 16	KSNV	10/20/12	10/20/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM		1 \$325.00
				Saturday Today											
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----S-		1			\$325.00	0.00					
E 17	KSNV	10/21/12	10/21/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$250.00	4	0.00	NM		1 \$250.00
				Sunday Today											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----S		1			\$250.00	0.00					
E 19	KSNV	10/20/12	10/20/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$350.00	3	0.00	NM		1 \$350.00
				Sa-Su Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----S-		1			\$350.00	0.00					

Totals 86 \$39,075.00